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L5 AND ((SIMULAT\$ OR MODEL\$) WITH ("3-d" OR "THREE-DIMENSION" OR (THREE ADJ DIMENSION) OR (3 ADJ DIMENSION)) WITH (PRODUCT OR ITEM\$))	2

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DATE: Tuesday, June 07, 2005 [Printable Copy](#) [Create Case](#)

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DB=PGPB,USPT,USOC,EPAB,JPAB,DWPI,TDBD; THES=ASSIGNEE; PLUR=YES;
 OP=OR

L6	L5 AND ((SIMULAT\$ OR MODEL\$) WITH ("3-d" OR "THREE-DIMENSION" OR (THREE ADJ DIMENSION) OR (3 ADJ DIMENSION)) WITH (PRODUCT OR ITEM\$))	2	L6
L5	L4 OR L2	84	L5
L4	(2002/0093541 6263103 6215495 4244156 3947985 5066163 5306106 5116204 5561930 5755528 5590249 5782027 2625762 5487146 5190214 5953506 3104875 4454671 3928930 6128587 2899765 6393386 6154723 2870558 3579885 6266053 5929864 5896139 5605414 5487618 5408597)! [PN]	71	L4
L3	('5782027' '6061939' 'US 6823299B' 'US 5782027A' 'US 6061939A' '6823299') [PN]	6	L3

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L2 ('5782027'| '6061939'| 'US 6823299B'| 'US 5782027A'| 'US 6061939A'|
'6823299')[URPN]

13 L2

L1 6823299.PN. OR 6061939.PN. OR 5782027.PN.

6 L1

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L6: Entry 1 of 2

File: USPT

May 16, 2000

US-PAT-NO: 6061939

DOCUMENT-IDENTIFIER: US 6061939 A

TITLE: Device for converting a pole into a simulative product display

DATE-ISSUED: May 16, 2000

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Gildea; Sean T.	Marblehead	MA	01945	

APPL-NO: 09/ 119916 [\[PALM\]](#)

DATE FILED: July 21, 1998

PARENT-CASE:

This application is a continuation-in-part of application Ser. No. 08/820,366 filed on Mar. 12, 1997, now U.S. Pat. No. 5,782,027.

INT-CL: [07] [G09](#) [F](#) [5/08](#)

US-CL-ISSUED: 40/538; 40/607, 52/736.4

US-CL-CURRENT: [40/538](#); [40/607.03](#), [52/736.4](#)

FIELD-OF-SEARCH: 40/538, 40/607, 40/624, 52/736.3, 52/736.4, 405/216, 404/6, 404/9, 404/10, 446/366, 116/63R

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

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	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/>	2625762	January 1953	Mccoll	
<input type="checkbox"/>	2870558	January 1959	Fuller	
<input type="checkbox"/>	3104875	September 1963	Doyle	
<input type="checkbox"/>	3579885	May 1971	Iverson	
<input type="checkbox"/>	5066163	November 1991	Whitaker	404/10
<input type="checkbox"/>	5116204	May 1992	Power et al.	40/607
<input type="checkbox"/>	5190214	March 1993	Dewailly	
<input type="checkbox"/>	5306106	April 1994	Mileti	404/6

<input type="checkbox"/> <u>5487618</u>	January 1996	Cox	404/6
<input type="checkbox"/> <u>5561930</u>	October 1996	Ashley et al.	40/538
<input type="checkbox"/> <u>5605414</u>	February 1997	Fuller	404/6
<input type="checkbox"/> <u>5755528</u>	May 1998	Kulp et al.	404/6
<input type="checkbox"/> <u>5782027</u>	July 1998	Gildea	40/607

FOREIGN PATENT DOCUMENTS

FOREIGN-PAT-NO	PUBN-DATE	COUNTRY	US-CL
50647	October 1966	DE	404/10
2830876	October 1979	DE	404/10
1483485	August 1977	GB	404/10

ART-UNIT: 364

PRIMARY-EXAMINER: Johnson; Blair M.

ATTY-AGENT-FIRM: O'Connell Law Firm

ABSTRACT:

A display device for converting a pole into a simulative product display comprising first and second body elements each with an outer surface simulating in three dimensions a portion of a product to be advertised and together simulating in three dimensions and throughout 360 degrees an entire product to be advertised and further comprising an elongate member for fastening the first body element and the second body element about a pole. A substantially rigid reinforcing member may be disposed within an open inner volume of the display device. The reinforcing member may have an aperture therein with an impact absorbing member disposed therewithin. An open inner volume of the impact absorbing member may be occupied by a disparate impact absorbing material such as particulate matter or liquid.

A retaining base with a base floor and an annular retaining wall disposed at the periphery of the base floor base may be provided for retaining a bottom end of the first and second body elements. The retaining base may be fastened to the first and second body elements by, for example, retaining bolts that may be fixed relative to a surrounding environmental surface or by ground spikes projecting through the display device and into a surrounding environmental surface. A volume of ballast may be disposed within the open inner volume of the display device for maintaining the display device in a given location and orientation.

16 Claims, 8 Drawing figures

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L6: Entry 1 of 2

File: USPT

May 16, 2000

DOCUMENT-IDENTIFIER: US 6061939 A

TITLE: Device for converting a pole into a simulative product display

Abstract Text (1):

A display device for converting a pole into a simulative product display comprising first and second body elements each with an outer surface simulating in three dimensions a portion of a product to be advertised and together simulating in three dimensions and throughout 360 degrees an entire product to be advertised and further comprising an elongate member for fastening the first body element and the second body element about a pole. A substantially rigid reinforcing member may be disposed within an open inner volume of the display device. The reinforcing member may have an aperture therein with an impact absorbing member disposed therewithin. An open inner volume of the impact absorbing member may be occupied by a disparate impact absorbing material such as particulate matter or liquid.

Brief Summary Text (4):

For time immemorial, signs of metal, wood, and plastic have been employed to depict advertiser's products and services. Consequently, advertising displays, even those simulating the advertised product or service in two and even three dimensions, are known to the art. The need for effective advertising has resulted in signs being situated at nearly every conceivable location both indoors and out.

Brief Summary Text (10):

In accomplishing these objects, the invention essentially comprises a display device for converting a pole into a simulative product display comprising first and second body elements each with an outer surface simulating in three dimensions a portion of a product to be advertised and together simulating in three dimensions and throughout 360 degrees an entire product to be advertised and further comprising an elongate member of, for example, plastic for fastening the first body element to the second body element to form the first and second body elements into a unitary structure. The elongate member may have a first end coupled to an inner surface of the first body element and a second end coupled to an inner surface of the second body element. The elongate may comprise a first elongate section coupled to a second elongate section by a ratcheting engagement mechanism.

Detailed Description Text (3):

In the embodiment of FIG. 1, the display device 10 comprises a first body element 12 and a second body element 50 wherein each of the body elements 12 and 50 has an outer surface 14 that simulates in three dimensions approximately one-half of a beverage bottle. Since each of the first and second body elements 12 and 50 simulates approximately one-half of a product to be displayed, when coupled together the first and second body elements 12 and 50 simulate an entire product to be displayed in three dimensions and throughout 360 degrees.

US Reference Patent Number (13):5782027

CLAIMS:

1. A display device for converting a pole into a simulative product display, the

display device comprising:

a first body element for simulating in a magnified proportion a portion of a product to be advertised wherein the first body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the first body element has a pole engaging surface with a means for engaging a pole; and

a second body element for simulating in a magnified proportion a portion of a product to be advertised wherein the second body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the second body element has a pole engaging surface with a means for engaging a pole;

a means for fastening the first body element into engagement with the second body element to form the first and second body elements into a unitary structure, the fastening means comprising at least one elongate member with a first end and a second end, a means for fastening the first end of the at least one elongate member to an inner surface of the first body element, and a means for fastening the second end of the at least one elongate member to an inner surface of the second body element wherein the at least one elongate member comprises a first elongate section and a second elongate section; and

a means for fastening the first elongate section to the second elongate section to form the at least one elongate member comprising a ratcheting engagement mechanism operatively associated with the first and second elongate sections;

whereby the first body element and the second body element can be fastened into engagement surrounding a pole to cause at least a portion of a pole about which they are disposed to simulate in three dimensions a product to be advertised.

6. A display device for converting a pole into a simulative product display the display device comprising:

a first body element for simulating in a magnified proportion a portion of a product to be advertised wherein the first body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the first body element has a pole engaging surface with a means for engaging a pole;

a second body element for simulating in a magnified proportion a portion of a product to be advertised wherein the second body element has an outer surface simulating in three dimensions a portion of a product to be advertised and wherein the second body element has a pole engaging surface with a means for engaging a pole wherein the first and second body elements when fastened together define an open inner volume;

at least one substantially rigid reinforcing member comprising a generally flat panel disposed within the open inner volume with an inner edge for contacting a pole about which the first and second body elements are disposed and an outer edge for contacting the first and second body elements whereby the reinforcing member tends to prevent the first and second body elements from compressing in response to an impact to the display device;

at least one aperture in the reinforcing member;

an impact absorbing member of impact absorbing material disposed within the at least one aperture in the reinforcing member; and

a means for fastening the first body element into engagement with the second body

element to form the first and second body elements into a unitary structure;

whereby the first body element and the second body element can be fastened into engagement surrounding a pole to cause at least a portion of a pole about which they are disposed to simulate in three dimensions a product to be advertised.

16. The display device of claim 6 wherein each of the first and second body elements simulates in magnified proportion and in three dimensions a portion of a product to be advertised chosen from the group consisting of a bottled product, a boxed product, and a canned product.

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File: USPT

Jul 21, 1998

US-PAT-NO: 5782027

DOCUMENT-IDENTIFIER: US 5782027 A

TITLE: Device for converting a pole into a simulative advertising display

DATE-ISSUED: July 21, 1998

INVENTOR-INFORMATION:

NAME	CITY	STATE	ZIP CODE	COUNTRY
Gildea; Sean T.	Marblehead	MA	01945	

APPL-NO: 08/ 820366 [PALM]

DATE FILED: March 12, 1997

INT-CL: [06] G09 F 5/08

US-CL-ISSUED: 40/538; 40/607, 52/736.4

US-CL-CURRENT: 40/538; 40/606.12, 40/607.03, 52/736.4

FIELD-OF-SEARCH: 40/538, 40/607, 40/624, 446/366, 405/216, 52/736.3, 52/736.4

PRIOR-ART-DISCLOSED:

U.S. PATENT DOCUMENTS

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	PAT-NO	ISSUE-DATE	PATENTEE-NAME	US-CL
<input type="checkbox"/>	<u>2870558</u>	January 1959	Fuller	
<input type="checkbox"/>	<u>2899765</u>	August 1959	Fuller	
<input type="checkbox"/>	<u>3104875</u>	September 1963	Doyle	
<input type="checkbox"/>	<u>3928930</u>	December 1975	Attwood	
<input type="checkbox"/>	<u>3947985</u>	April 1976	Skrzypczak	
<input type="checkbox"/>	<u>4244156</u>	January 1981	Watts, Jr.	
<input type="checkbox"/>	<u>4454671</u>	June 1984	Morgenstern	40/607
<input type="checkbox"/>	<u>5116204</u>	May 1992	Power et al.	40/607
<input type="checkbox"/>	<u>5561930</u>	October 1996	Ashley et al.	
<input type="checkbox"/>	<u>5605414</u>	February 1997	Fuller et al.	40/607 X

FOREIGN PATENT DOCUMENTS

FOREIGN-PAT-NO	PUBN-DATE	COUNTRY	US-CL
11733	April 1910	FR	40/538
9302	April 1902	GB	40/538
363853	December 1931	GB	40/538

ART-UNIT: 363

PRIMARY-EXAMINER: Johnson; Blair

ATTY-AGENT-FIRM: O'Connell Law Firm

ABSTRACT:

A device for converting a pole into a simulative advertising display comprised of a first body element and, possibly, a second body element each for simulating in a magnified proportion at least a portion of a product to be advertised, a pole engaging surface, and a mechanism for coupling the body element or elements with a pole. Where the device simulates a bottle, there may be a strap simulating a bottle cap for surrounding a neck of the simulated bottle and coupling the device to a pole, and there may be a removable sheet label for surrounding a base of the simulated bottle for coupling the device to a pole and permitting a substitution of an advertised message by a replacement of the sheet label. The body element or elements may be comprised of a shell constructed with an impact absorbing material coated with a protective surface coating.

9 Claims, 6 Drawing figures

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L6: Entry 2 of 2

File: USPT

Jul 21, 1998

DOCUMENT-IDENTIFIER: US 5782027 A

TITLE: Device for converting a pole into a simulative advertising display

Brief Summary Text (4):

For time immemorial, signs of metal, wood, and plastic have been employed to depict advertiser's products and services. Consequently, advertising displays, even those simulating the advertised product or service in two and even three dimensions, are known to the prior art. The need for effective advertising has resulted in signs being situated at nearly every conceivable location both indoors and out.

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